



Spreading The GEL Gospel

JNG Golf and Heritage Sports & Golf have been appointed to distribute GEL Golf's range of six GEL Putters in Malaysia and Singapore respectively.

Alec Pettigrew, GEL Golf's managing director, said: "Since we launched at the PGA Merchandise Show in Orlando in January, GEL Putters have started to gain awareness in the world of golf so it is now vital that we support this with the appointment of distributors around the world."

The appointment of JNG Golf and Heritage Sports & Golf extends the company's distribution network that currently covers America, Canada, the United Kingdom, Belgium, Holland, Hong Kong, Korea and Thailand.

"The appointment of these two Asian distributors is important to GEL Golf as a company as we are based in Hong Kong and feel that our spiritual heart is in the region," said Pettigrew, who was present at a GEL clinic (*pictured*) at Kota Permai Golf and Country Club during September's Fortis International Challenge.

Headquartered in Singapore, Heritage Sports & Golf, will also handle the distribution of GEL putters in Vietnam and Cambodia where the company has offices.

According to Pettigrew, the GEL Putters' unique selling point lies in its use of Groove Technology as the manufacturers have developed precision-cut, horizontal grooves to generate better top-spin roll.

He said: "At the moment, people may be aware of grooved putters, but the real message that GEL is aiming to spread more widely is what grooved putters actually do that non-grooved putters don't ... and how they can improve one's game."



Asian Golf Monthly '08
Jan.